



## SIXTHDAY Magazine

*"Encouraging and Empowering the Diligent Man"*

From the Publisher:

Please join me in the excitement about SIXTHDAY Magazine and its purpose.

If you are reading this then you're either curious in or interested in SIXTHDAY Magazine. Either way, thank you!

Together we can bring a wonderful new resource to the men of central Illinois with the hope of touching their hearts in some small way to become better men!

Let's strive to be diligent. Will you join me in this journey?

Gaetano

## Advertising Media Information Kit

### What:

A neat, well-designed, digest-sized magazine geared toward men desiring to become better Godly men.

### When:

Quarterly: January, April, July, October

### Where:

Central Illinois Area. Encompassing a 60-mile radius of Morton, Illinois and taking in 23 counties.

### Why :

SIXTHDAY Magazine targets men who are striving to be better men. The general theme is: What does it take to be a man? What does it take to be a man of diligence? We trust that SIXTHDAY Magazine content will inspire, encourage, teach and entertain the hearts of men in Central Illinois to a higher ground.

### Funding:

Corporate sponsorships, advertising, and subscriptions fund SIXTHDAY Magazine.

### Graphics and Design:

SIXTHDAY Magazine is designed and paginated by Potter's Graphix Art Director, Robert Burdess, Jr., a 30+ year design and graphics professional, who has enthusiastically taken on this project.

### Content:

Articles are submitted by local, regional and nationally known authors. The content depicts health tips, spiritual commentary, wholesome activities, and much more. All of it answering a question that all men ask at one time or another, "What does it mean to be a real man?" & "What does it take to be a diligent man?"

### Subscriptions, ad rates:

Subscriptions are \$12 per year.

*Bulk rates available for anyone including:*

*men's groups, events, church, ministry, business functions etc.*

Ad rates- see page 2 of this Media Kit

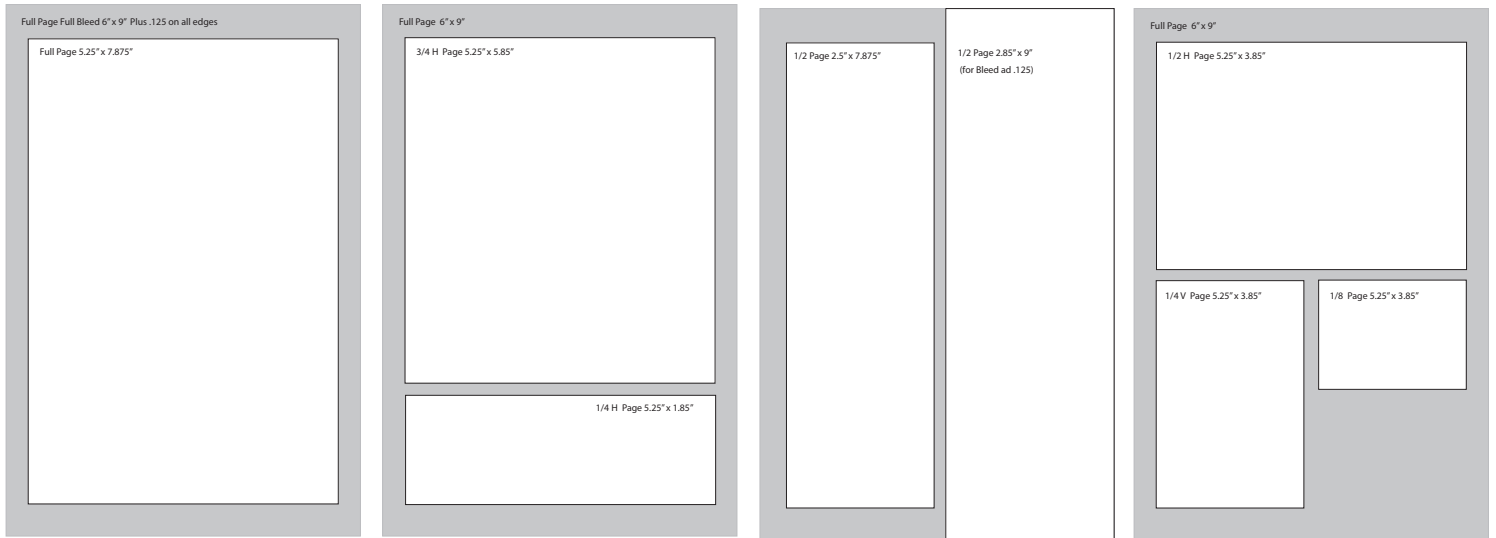
### Contact us at:

SIXTHDAY Magazine

P.O. Box 248 / Groveland, IL 61535 / 309-613-0652

[www.sixthdaymagazine.com](http://www.sixthdaymagazine.com)

[info@sixthdaymagazine.com](mailto:info@sixthdaymagazine.com)



## SIXTHDAY MAGAZINE / SIZE & PRINT RATES

SIZE	DIMENSIONS	4x	3x	2x	1x
<b>Inside Front Cover</b>	5.25" W x 7.875" H	\$695	\$795	\$975	\$1175
<b>Right Inside Front Cover</b>	5.25" W x 7.875" H	\$595	\$695	\$795	\$975
<b>Back Cover</b>	6" W x 9" H	1175	\$1375	\$1675	\$1875
<b>Inside Back Cover</b>	5.25" W x 7.875" H	\$625	\$705	\$775	\$875
<b>Left Inside Back Cover</b>	5.25" W x 7.875" H	\$475	\$550	\$625	\$775
<b>Center Spread</b>	12" W x 9" H	\$995	\$1175	\$1375	\$1675
<b>Full Page</b>	5.25" W x 7.875" H	\$544	\$611	\$665	\$725
<b>3/4 Page</b>	5.25" W x 5.85" H	\$413	\$464	\$505	\$550
<b>1/2 Page Horizontal</b>	5.25" W x 3.85" H	\$338	\$381	\$414	\$450
<b>1/2 Page Vertical</b>	2.5" W x 7.875" H	\$383	\$381	\$414	\$450
<b>1/4 Page Horizontal</b>	5.25" W x 1.825" H	\$244	\$274	\$298	\$325
<b>1/4 Page Vertical</b>	2.5" W x 3.85" H	\$244	\$274	\$298	\$325
<b>1/8 Page</b>	2.5" W x 1.825" H	\$188	\$210	\$229	\$250

*An extra fee applies to ads with bleeds.*

## WEB RATES

Web Rates	Set Up Fee	Change Fee	Monthly Rate	Yearly Rate
<b>Business Listing</b>	\$ 15	\$ 10*	\$25 Mo / 6 Month Min	\$ 225
<b>Email Link</b>	\$ 15	\$ 10*	\$3 Mo / 12 Month Min	\$ 36
<b>Web Url Link</b>	\$ 15	\$ 10*	\$3 Mo / 12 Month Min	\$ 36
<b>Display Ad at Listing</b>	\$ 49	\$ 25*	\$ 49	\$ 490
<b>Coupon at Listing</b>	\$ 49	\$ 25*	\$ 49	\$ 490
<b>Advitorial at Listing</b>	\$ 125	\$ 25*	\$ 49	\$ 490
<b>Video at Listing</b>	\$ 1,900	\$ 25*	\$ 49	\$ 490
<b>All Seven</b>			\$ 99	\$ 1,188

*\* Applies to a simple uploadable file without graphic service work. A new set-up fee applies with any graphic service work performed*

## FEATURED COMPANY & MINISTRY AD RATES & POSITIONING

Set Up Fee	Change Fee	Advertiser Directory Page	Advertise Page	Article Archive Page	All Other Pages
\$ 175	\$ 25*	\$ 650 / Mo	\$ 450 / Mo	\$ 350 / Mo	\$ 225 / Mo

*Please Note: All Company & Ministry Feature Ads Are MONTHLY COMMITMENTS ONLY*

## ROTATING BOX AD RATES & POSITIONING

**\*\* Please Note**

Box Ad Position	Set Up Fee	Change Fee	Advertiser Directory Page	Advertise Page	Article Archive Page	All Other Pages
<b>Top Position</b>	\$ 75	\$ 25*	\$ 349 / Mo	\$ 249 / Mo	\$ 149 / Mo	\$ 49 / Mo
<b>Second Position</b>	\$ 75	\$ 25*	\$ 229 / Mo	\$ 149 / Mo	\$ 99 / Mo	\$ 29 / Mo
<b>Third Position</b>	\$ 75	\$ 25*	\$ 109 / Mo	\$ 59 / Mo	\$ 39 / Mo	\$ 19 / Mo
<b>Fourth Position</b>	\$ 75	\$ 25*	\$ 39 / Mo	\$ 39 / Mo	\$ 19 / Mo	\$ 9 / Mo

**\*\*Please note the following about Box Ads:**

1. Only One Advertiser at Top Position
2. Three Advertisers Randomly Rotate at Second Position
3. Five Advertisers Randomly Rotate at Third Position
4. Unlimited Advertisers Randomly Rotate at Fourth Position

**\*\* Box Ad Rates are Monthly with Minimum of Three Month Commitment**

**\*\*\* Yearly Commitments for Box ads are Available and Receive Two Months Free with Paid Agreement.**

# How to Submit Art for SIXTHDAY Magazine

**Email:**

We can receive email files up to 7MB. Any files larger than 10MB can be zipped to reduce its size if you have access to WinZip software.

**Digital:**

You may send digital file copies by mailing them on CD, or DVD. (See below for mailing address)

**Logos:**

The preferred file format for logos is an .EPS file, such as Adobe Illustrator, with fonts converted to paths and all attached support files. Logos may be provided as scans but must follow the guidelines set for Photos and Illustrations. (see below)

**Artwork File Types to Use:**

Preferred file types are: .TIF and .EPS. for print. Other acceptable file types are: .JPG / .PDF / .PSD / .BMP / .PNG for website.

**Artwork Resolution:**

Resolution for black and white line-art should be 600 dpi. Resolution for color artwork or photos should be 300 dpi.

**Artwork Size:**

Make sure completed artwork is the same size as your ad. If the ad is on the inside covers or back cover please include 1/8" inch bleed, if necessary. If you crop elements in your artwork be sure to use the correct resolution.

**Fonts:**

Make sure any fonts used in your artwork are included with your files. If sending an .EPS file please embed the fonts in your artwork. If your fonts are not embeded we can not guarantee a match and a substitute will font will be added.

**Photos/Illustrations:**

The preferred file formats for photos or illustrations are in either .TIFF or .EPS from Adobe Photoshop. All black & white or color photos or artwork must be scanned at 300 dpi. Color images should be saved as a .TIFF or .EPS in the CMYK mode . All line-art (high contrast black & white art with no grey tones) must be scanned at 1200 dpi and saved as a .TIFF or .EPS in the bitmap mode.

**PLEASE NOTE:** Graphics and photos used for web sites (normally scanned at 72 dpi) cannot be accepted for the print edition but can be accepted for web ads.

**Art to:****SIXTHDAY Magazine**

c/o Potter's Graphix / P.O. Box 248 / Groveland, IL 61535

bob@pottersgraphix.com /cc: gaetano@sixthdaymagazine.com

Phone: 309-613-0652

# How to Submit Articles for SIXTHDAY Magazine

**General Articles:** 300 - 700 words in length. (+ or -)

**Feature Articles:** 1000 -2000 words in length. (+ or -)

**Please Note 1:** Please include photo, full name and any titles, along with *10-20 word bio* and *30-50 word bio* (see page 4 on how to submit photos).

**File type:** Must be a Word Document Compatible file with no formatting. If you need formatting please submit a separate file showing the formatting desired.

**Please Note 2:** All articles will be proof read and if necessary, edited. Any edited article will be returned for approval.

**Please Note 3:** When submitting articles or news items you might also have supporting graphic materials to include. The following guidelines will help you submit these items in a manner that ensures the highest quality for reproduction. Please remember to credit all creators (photographers, illustrators, graphic designers, etc.). No copyrighted materials may be used for which you don't own the copyright or have the express permission from the creator.

**Please follow the major theme:**

"Encouraging and Empowering the Diligent Man"

Articles can be directed to the following suggested sub-themes (You may categorize your article to a sub-theme not mentioned here):

"Home, Life, Health, Finances, Spiritual Growth, Food, Fatherhood, Being a Good Husband, Testimonies, Purity, Integrity, and Man in the-Workplace"

**Articles to:**

**SIXTHDAY Magazine**

P.O. Box 248

Groveland, IL 61535

e-mail: [gaetano@sixthdaymagazine.com](mailto:gaetano@sixthdaymagazine.com)

Phone: 309-613-0652